

Appendix A, *Clean Cities* Detailed Program Plan Instructions

The following detailed instructions are provided to assist you with developing your Program Plan.

NOTE: Examples provided in *Italics* may be copied verbatim, but it is best to use local information/statements as often as possible. Please be sure to review your plan to ensure that all items are addressed.

COVER PAGE

Include a cover page that states, “*Anywhere Area Clean Cities Program Plan*,” and includes the *date* the plan was developed. The cover page should also include the *Coordinator and the Coordinator’s employer, title, address, phone, fax, and Internet address*.

TABLE OF CONTENTS

The following sample table of contents outlines the minimum components of the Program Plan:

<i>I.</i>	<i>Introduction and Background</i>	<i>Page</i>
<i>A.</i>	<i>The Energy Policy Act of 1992</i>	
<i>B.</i>	<i>The Clean Air Act</i>	
<i>II.</i>	<i>State/Local Laws and Incentives</i>	
<i>III.</i>	<i>AFV Market Situation</i>	
<i>A.</i>	<i>AFV Survey Summary</i>	
<i>B.</i>	<i>Alternative Refueling Site Survey Summary</i>	
<i>IV.</i>	<i>Goals and Objectives</i>	
<i>V.</i>	<i>Organizational Structure</i>	
<i>VI.</i>	<i>Timeline of Activity</i>	
<i>VII.</i>	<i>Monitoring and Reporting System</i>	
	<i>Appendices</i>	
<i>A.</i>	<i>Stakeholder Listing</i>	
<i>B.</i>	<i>Stakeholder Company/Entity Description</i>	
<i>C.</i>	<i>Refueling Site Listing & Map</i>	
<i>D.</i>	<i>Market Development Plan (If completed, not required)</i>	

FIRST PAGE OF PROGRAM PLAN

Opening Statement - state the purpose of the document, for example:

The “Anywhere Area” is ready to participate in the U. S. Department of Energy’s Clean Cities program and continue our demonstrated commitment to air quality and alternative fuels. The following Program Plan outlines the goals and objectives, an organizational structure, monitoring program and the local alternative fuel market status.

- or -

The “Anywhere Community” Clean Cities Coalition, consisting of “this, that, and other counties,” is seeking a Clean Cities Designation under the U. S. Department of Energy Clean Cities Program. The purpose of this document is to provide the overall framework for the “Anywhere Community” Clean Cities Program. This document identifies the overall Program organization, mission, goals, objectives and timelines, and defines the responsibilities of various stakeholders.

I. INTRODUCTION AND BACKGROUND

(See Appendix B, Review Components 1, 2, 3 & 20)

Describe the National *Clean Cities* Program, for example:

Clean Cities is a voluntary Federal program designed to accelerate and expand the use of alternative fuels in communities throughout the country and develop the necessary infrastructure for their operation. Sponsored by DOE, Clean Cities encourages local governments and organizations to form public/private partnerships to develop markets for AFVs. Clean Cities is founded on the principle that our Nation’s objectives are best accomplished by motivated individuals working together for a common goal.

State why your community is petitioning to join the *Clean Cities* Program.

Describe the impetus for the coalition’s formation, when the coalition first met, how often the coalition meets, etc.

Describe your community’s alternative fuel efforts to date and the fuels used primarily in the area.

Describe your community: the area, counties, population, unique attributes, etc.

Indicate whether your community is subject to compliance with the Energy Policy Act of

1992 (EPACT). If so, describe your community's attainment status and history, and list the fleets in your area that are affected by EPACT mandates as of December 31, 1996.

Indicate whether your community is subject to compliance with the Clean Air Act and Amendments (CAAA). If so, describe your community's level of compliance, and how your community is affected.

Describe any local programs your community has developed to comply with EPACT or CAAA.

Describe other applicable local programs/initiatives, such as ozone reduction activities, AFV van pools, etc.

Provide narrative of activities-to-date that your coalition or community has accomplished related to the items above.

II. STATE/LOCAL LAWS AND INCENTIVES TO INCREASE THE USE OF ALTERNATIVE FUELS (See Appendix B, Review Components 4 & 5)

Describe applicable State and local laws related to alternative fuels and discuss how the laws affect the *Clean Cities* coalitions goals and objectives.

Describe applicable State and local incentives. Include grants/loans that are available and/or applied for; grants/loans the community has received and status of the project funded by the grants/loans; tax credit initiatives; and other incentives. If grants have not been awarded, state as such.

III. AFV MARKET SITUATION

(See Appendix B, Review Components 6a, 6b, 7a, 7b, 20, & 21)

If the working groups are to define concrete objectives that will transform the community's transportation and fuel use profile, it is necessary to first characterize and quantify the current AFV market situation (vehicles, fueling sites, AFV dealers, conversion facilities, AFV maintenance locations) through a survey. An AFV Survey table format is provided below and should be used to gather this baseline information from *Clean Cities* participants and stakeholders prior to designation. In this way, data collection can be uniform within and between cities.

The survey should be distributed during the initial stakeholder meetings. As the program matures, the survey participants and scope of information collected can be expanded. By keeping track of the AFV market, the community can:

*Use ** to indicate public or private accessibility*

*	<i>Stakeholders</i>
**	<i>Public accessibility, if partially publicly accessible, state the schedule and efforts to increase to full public accessibility.</i>

IV. GOALS AND OBJECTIVES

(See Appendix B, Review Components 8, 9a, 9b, 10, 11, 12, 13, 14, 15, & 16)

State the overall mission of the coalition, for example:

The “Anywhere Area’s” Clean Cities program is a public/private partnership within the “Anywhere Area” with the goal of improving air quality while enhancing the economic development AFVs and the related infrastructure.

- or -

The goal of the program is to reduce dependence on imported oil, reduce air pollution from vehicle emissions, assist local business and government with regulatory environmental compliance, encourage economic development through job creation, and create a positive community image.

State each goal to explain WHAT will be accomplished. Each goal should be followed by objectives that describe HOW the goal will be accomplished. **Objectives must be tangible and measurable!** Each goal and each objective should be followed with the WHO component, the individual or committee responsible for completing the goal or objective. The who component is then followed by a WHEN component, or time frame for completion. Each goal can also include a status-to-date component that describes the efforts completed thus far by the coalition.

The local goals should support the national goals and the local agenda. The following national *Clean Cities* goals need to be incorporated into your Program Plan:

National *Clean Cities* Goals

- ☐ Displace conventional transportation fuels with domestically produced, clean-burning alternative fuels
- ☐ Increase the acquisition and utilization of AFVs
- ☐ Develop Clean Corridors between *Clean Cities* along major interstate highways and trade routes
- ☐ Develop alternative fuel supply infrastructure and vehicle conversion, maintenance, and related service industries
- ☐ Advance public understanding on the benefits and costs of using AFVs.

In addition to the national goals, specify additional goals relating to local clean air problems or local economic situations. The Program Plan goals need to address as a minimum the goals outlined in Appendix B, *Clean Cities* Program Plan Components and Review Criteria.

The following goal/objective/committee or individual/timeframe format is requested:

FORMAT EXAMPLE:

Goal 1	Increase the number of AFVs within the community by 20 percent each calendar year.
<u>Objective 1.1</u>	Identify fleets that are inclined to use alternative fuels; for example, fleets that are mandated to do so by law and fleets that are interested in cleaning the air, such as school district and health-related organizations. <ul style="list-style-type: none">- Analyze local yellow pages, survey stakeholders
Committee	Fleet Development Working Group
Time frame	Complete analysis and provide listing to the Recruitment Working Group by June 1998.
<u>Objective 2.1</u>	Coordinate an AFV Roll-out with DOE; ensure that all inclined fleets are encouraged to participate. <ul style="list-style-type: none">- Coordinate efforts with DOE and conduct Roll-out- Mail invitations to inclined fleets- Conduct follow-up surveys to determine effectiveness of the Roll-out
Committee	Strategic Planning
Time frame	Coordinate efforts with DOE, conduct Roll-out by October 1998. Mail invitations to inclined fleets by September 1998. Conduct follow-up surveys to determine effectiveness of the Roll-out by November 1998.

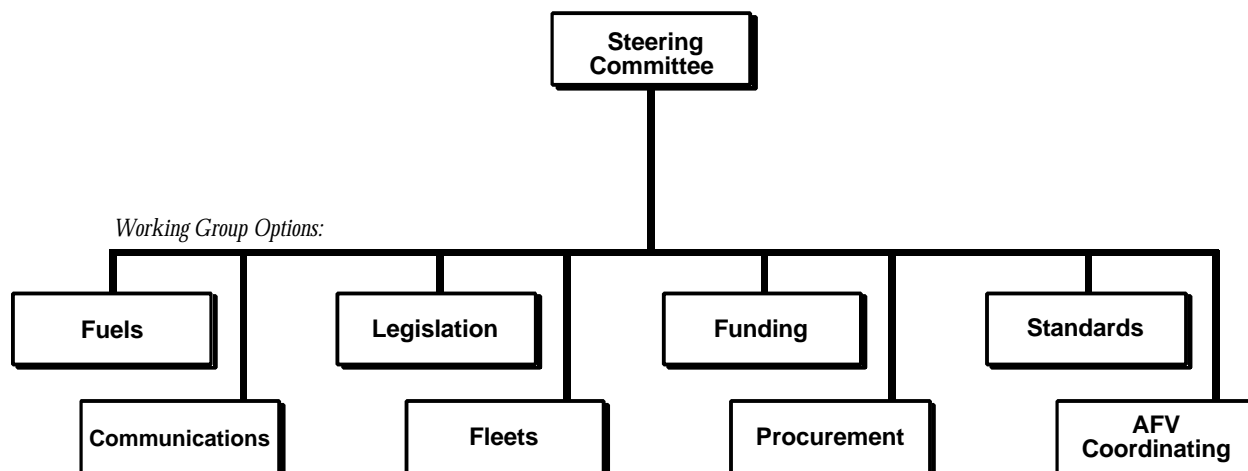
The majority of existing Program Plans include 5 to 10 goals. The number and types of goals required to accomplish the overall mission of your coalition should be decided by the stakeholders. Objectives should also include the number of AFVs and infrastructure the coalition projects to increase within the community.

V. ORGANIZATIONAL STRUCTURE

(See Appendix B, Review Components 17, 18, & 19)

After identifying goals, the stakeholders should establish the coalition's organizational structure. The *Clean Cities* coalition should be organized to foster effective leadership, membership, recruitment, decision-making, funding and implementation of goals. At the same time, the organization must be kept simple because staff resources and stakeholder time is usually limited.

Because *Clean Cities* is a locally-driven program, it may be advantageous if your program is based within a local government office, such as the Mayor's Office or the Regional Planning Office. Other examples of where programs operate include: post offices, fuel suppliers, the American Lung Association, and the local Chamber of Commerce. This choice determines where the *Clean Cities* Coordinator conducts her or his daily activities. While various organizational structures have been used, an interactive hierarchical structure may best achieve *Clean Cities* objectives to coordinate national goals with local interests. For example, below is a recommended structure which provides interaction between the Steering Committee and focused working groups.



After defining the organizational structure graphically within the program plan, describe the focus of the Steering Committee and working groups. Also, include a list of the stakeholder members, by name and organization, for the Steering Committee and each working group. Reference the appendix that lists stakeholders and addresses.

Clean Cities Coordinator

State who serves as the Coordinator; who employs the Coordinator; if the position of full-time or part-time; and how the position is funded and how future funding requirements will be met.

VI. TIMETABLE OF ACTIVITIES

(See Appendix B, Review Component 15)

Provide a timeline and brief description of completed activities and planned activities for next two years—a brief summary of the information provided in the goals and objectives section. Include number of AFVs and refueling sites anticipated.

VII. MONITORING AND REPORTING SYSTEM

(See Appendix B, Review Components 22)

Suggested items to measure and evaluate are the list of objectives; the program timetable; and committee, working group, and individual assignments. Effective monitoring approaches and reporting include:

To manage the effectiveness of the Clean Cities program, the following monitoring and reporting system is established. The coalition will:

- ☐ *Develop a year-by-year work plan to accomplish the program goals and objectives.*
- ☐ *Conduct, every six months, (1) an analysis of the coalition's actual versus planned activities/accomplishments and (2) AFV user surveys, and submit findings to stakeholders and DOE.*
- ☐ *Request and evaluate comments from stakeholders on overall program progress and success in meeting objectives and goals.*
- ☐ *Provide coalition status and other information to DOE as requested.*

The Steering Committee monitors the program, provides guidance to the working groups, and oversees reporting to DOE.

VIII. APPENDICES

(See Appendix B, Review Components 21 & 23)

A. Stakeholder Listing

Provide a stakeholder listing that includes:

Mr./Ms. Stakeholder Name, Title

Employer/Company Name

Address

Phone

Fax

Internet Address

Coalition Committee/Working Group Member

Company Type

State one company type from the following:

Associations/Organizations
Automotive Technician/Service
Consulting Firm
Defense Organization-Private Industry
Energy Association-Private Industry
Environmental Companies
Equipment Manufacturers
Food and Drink-Private Industry
Fuel Supplier-Private Industry
Health Organization-Private Industry
Insurance Company
Lawyer/Law Organization
Local Association
Local Chamber of Commerce
Local City/Town/Village
Local Consumer Group
Local County
Local Energy Organization
Local Environmental Agency
Local General Services
Local Health Organizations
Local Law Enforcement Agency
Local Legislator
Local Miscellaneous Organization
Local Park
Local Planning Organization
Local Public Relations
Local Public Works
Local School/Department of Education
Local Transportation Agency
Local Utilities Commission
Local Utility
Newspaper
Other Organization-Private Industry
Planning Organization-Private Industry
Postal/Parcel Services-Private Industry
Private Individual
Public Relations/Advertising
Research Lab/Organization-Private Industry
State Chamber of Commerce
State Department of Education
State Energy Organization
State Environmental Agency
State General Service
State Government

State Health Organization
State Law Enforcement Agency
State Legislature
State Miscellaneous Organization
State Natural Resource Organization
State Park
State Planning Organization
State Transportation Organization
State Utility Commission
Telephone/Communication Company
Training Organization
Transportation Organization-Private Industry
TV/Radio
U. S. Gov't Defense Organizations
U. S. Gov't DOE
U. S. Gov't EPA
U. S. Gov't Law Enforcement Agency
U. S. Gov't NASA
U. S. Gov't National Park
U. S. Gov't Postal Service
U. S. Gov't Transportation Agency
U. S. Gov't Veterans Affairs
U. S. Legislature
U. S. National Research Laboratory
U. S. Public Works
U. S. School/Department Education
University
Vehicle Converter-Private Industry
Vehicle Dealer-Private Industry
Vehicle Manufacturer-Private Industry
Vocational Education
Other: _____

B. Stakeholder Company/Entity Description

Provide a stakeholder company/entity description that includes:

Company/Entity name, if public or private, and a one or two sentence description of the company/entity.

C. Listing, with addresses and operators/owners, of area alternative fuel refueling sites. Include a map if possible.

D. Market Development Plan (If completed - not required for designation)

E. Others as applicable to your community